



DIRECTOR'S MESSAGE

With the New Year now in full swing UH&LA stands poised to have one of its strongest years ever.

With the addition of several cost savings measures we have been able to save many of our properties hundreds and some thousands of dollars for their involvement in the association.

We are seeing more interest in membership than we have in a long time and there is some real excitement about our upcoming events.

The legislature is responding well to our growing lobbying efforts and the state is beginning to recognize how important hotels are to this state.

I hope that you will continue to offer your support to our association and to our core purpose of creating a great atmosphere for hotels to do business in the state.

On a personal note let me thank all of you for the fantastic support that you have provided me, it has been a fantastic nine months of getting to know many of you and I look forward to meeting many more in the near future.

Michael Johnson
Executive Director
Utah Hotel & Lodging Association

UH&LA LEGISLATIVE DINNER

UH&LA and the Utah Tourism Coalition are hosting a Legislative Dinner February 24th, 2010. This year, more than ever, it is important for us to build strong relationships with our State Legislators. This Legislative Dinner gives each member of the association the chance to meet with, talk to and encourage support from Legislators

Please plan on attending this event. We need a unified voice in support of our industry

RSVP by going to www.uhla.org/events Register today!!

DINNER UH&LA SPRING FLING

Mark your calendars for **April 12th-13th, 2010**. UH&LA's Spring Fling will be held at the Courtyard Marriott in St. George, UT.

This year the conference will include a trade show and great workshops on issues such as:

- Social Media/Email Marketing
- Wellness programs for employees
- Going Green in your hotel
- Bed bugs and new pest eradication technology
- Preparing for property appraisals
- And Much More...

Vendors who participated in our Fall Conference and Tradeshow will receive a free booth at our Spring Fling.



IN THIS ISSUE



Legislation to Watch

UH&LA is active in watching legislation that may impact our hotel members. Please take a look at a couple bills that may impact you. Then watch each week as we send out updates on the legislative session.

HB 48: Amendments to the Tourism, Recreation, Cultural, Convention, and Airport Facilities Tax Act

Currently there is a restaurant tax of 1%. The tax money is used to encourage tourism growth within the counties for things such as convention facilities, cvb's, art centers and many other tourism growth activities. H.B. 48 attempts to amend that law by getting rid of the restaurant tax, and in its place, create a .1% sales tax on all purchasable goods and services.

UH&LA opposes this legislation. The two main reasons are as follows:

The bill in theory still sets aside the money for tourism just like the current tax system does.

However some counties would not ever be able to increase the amount that they collect for the TRCC and so will have no motivation to expand their tourism activities.

There is a fear (expressed by many commissioners) that in five years that the purposes of the bill will not be kept pure because commissioners will see money coming from a general tax and they will want to use that money for general purposes. Especially in counties where they don't think tourism is very important. The concern is compounded by the fact that counties do not have to impose this tax and instead may choose to eliminate tourism programs.

Performance Marketing Fund:

In brief the goal this year as it relates to the performance marketing fund is to ensure that it is not cut any further with this year's massive budget cuts. Our goal is to help the Utah Office of Tourism make the case that the program is working and that the promotion of the state has saved jobs and brought millions into the economy that we would have otherwise missed out on.

The Budget for UOT will go before the Appropriations Subcommittee this Wednesday Feb. 3rd at 2:00 PM in room 215 of the State Capitol. If you are in the Salt Lake City area, please join us to show your support for this program.

PARTNER HIGHLIGHT: Outdoor Utah

I hope that each of you have had a chance to speak with one of the great representatives from Outdoor Utah. This year UH&LA has partnered with Outdoor Utah to provide a unique and coveted advertising opportunity. Each member property of UH&LA will be listed in the Outdoor Utah Adventure Guide. With a distribution of over 280,000 homes this will provide our properties with wonderful exposure to people who are interested in traveling to the state for outdoor recreation.

Additionally Outdoor Utah is offering each of our members a discount in their guide to place ads at 10% off. Additionally you can receive 10% off any other Outdoor Utah advertising product. This includes discounts on their web services and their quarterly Outdoor Utah Adventure Journal.

With the great offer of 10% off any advertising in their publication they are offering UH&LA members a fantastic cost savings. Please contact Red Oelerich for further information. You can reach him at 801-718-7908.